

REMARKS

Initially, the Applicant's respectfully request that the Examiner enter the changes to the correspondence address as specifically requested in the Revocation of Power of Attorney and Change of Correspondence Address submitted on April 6, 2004, a copy of which is enclosed. The previous Office Action of March 15, 2005 was sent to another law firm for which the Power of Attorney has been revoked. In addition, the recent Interview Summary mailed June 17, 2005 was mailed to a prior law firm for which the Power of Attorney was also revoked. Correspondingly, the Applicants respectfully request the Examiner's correction of the correspondence address to that identified in the previously submitted Power of Attorney and Change of Correspondence Address so that communications from the U.S. Patent and Trademark Office can be timely received and responded to.

The Applicants also acknowledge with appreciation, Examiner Le and Primary Examiner Corrielus conducting an interview with Applicant's representative, Daniel Song, on June 9, 2005. As noted in the Interview Summary of June 17, 2005, exemplary independent claims 1 and 22, the pending Office Action, and the cited U.S. Patent No. 6,785,671 to Bailey, et al. were discussed in detail.

Substantively, claims 1-48 were pending in the present application prior to the above amendment. In response to the Office Action and in view of the interview, claims 1, 7, 8, 14, 15, 21, 22, 26, 29, 34, 35, and 36 have been amended, and claims 5, 12, and 19 have been canceled. Therefore, claims 1-4, 6-11, 13-18, and 20-48 are still pending in the present application, and are believed to be in proper condition for allowance.

Referring now to the Office Action, the Examiner rejected claims 1-2, 5-9, 12-16, 19-21, and 37-42 under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,785,671 to Bailey et al. As discussed during the interview, Bailey et al. discloses a search engine for assisting users in locating web pages that allow user-specified products to be purchased. The reference discloses that the web pages which are located by a crawler program, are scored based on a set of rules according to the likelihood of including an online product offering of the product searched for. In particular, a query server accesses an index of scored web pages (i.e., a relevance ranking) to locate web

pages that are both responsive to a users search query, and also likely to include a product offering. The reference further discloses listing of the relevant web pages on a composite search results page, together with products that satisfy the query. In the above regard, Bailey et al. is similar to the search engine disclosed in U.S. Patent No. 6,421,675 to Ryan et al. that was distinguished in the previously submitted Amendment on October 12, 2004, and many of the comments submitted therein are deemed to be applicable with respect to this reference as well.

As discussed during the interview, the Applicants respectfully contend that Bailey et al. fails to specifically disclose, teach, or otherwise suggest: receiving a set of lists from a plurality of remote web services, each list being associated with, and maintained by, the respective web service, and including search terms submitted to said respective web service; distilling the set of lists into a frequency database with search frequency information; obtaining a query; searching the frequency database for matches between the query and search terms in the database; selecting the matches having the highest associated frequencies; and generating directed content based on one or more of the respective selected web services, as specifically recited in exemplary claim 1.

Moreover, the cited Bailey et al. reference also fails to disclose, teach, or otherwise suggest: searching a web resource for a match between a query and an element of a web resource adapted to receive submissions of at least one search term and perform a search for the search term submitted; selecting a remote web service based on the element of the web resource; routing the query to an instance of the selected web service; searching the selected remote web service for the query; collecting data generated by the selected remote web service in response to the query; and generating the directed advertisement, as specifically recited in exemplary claim 22.

Bailey et al. discloses a keyword index that maps keywords to addresses of web pages. However, as discussed during the interview, the keyword index disclosed in Bailey et al. is merely used to locate web pages relevant to the submitted query based on the “relevance ranking”, which is known in the art. Also, the keyword index disclosed in Bailey et al. is not maintained by the respective web pages, but instead, is maintained by the disclosed system of Bailey et al. In this regard, Bailey et al. further fails to disclose a frequency database having search frequency information for search terms submitted to the

remote web services as recited in various claims of the present application. Furthermore, the popularity score disclosed in Bailey et al. is not indicative of popularity of a particular query submission to a particular website. Moreover, such popularity scoring is performed by the system disclosed, and not by the web services.

Therefore, as discussed during the interview, the cited Bailey et al. reference clearly fails to teach or otherwise suggest the present invention as claimed, much less disclose all of the limitations of the claims as required for rejection under 35 U.S.C. 102. Correspondingly, the Applicants respectfully request the withdrawal of this rejection, and contend that all of the claims are allowable over Bailey et al.

However, to expedite the prosecution of the present invention, independent claims 1, 7, 8, 14, 15, and 21 have been amended above to address the Examiner's concerns which were raised and discussed during the interview. In addition, dependent claims 5, 12, and 19 have been canceled. In particular, these claims have been amended to clarify that the "lists" recited therein are lists of search terms, and that matches are selected between the query and the search terms. In addition, these claims have been further amended to specifically recite that selection of the matches are obtained by selection of search terms having highest associated frequencies and/or highest rankings. Furthermore, these claims have been amended to specifically recite that the directed content is generated based on the remote web services having the highest associated frequencies and/or the highest ranking for the obtained query. Clearly, the above amendments to independent claims 1, 7, 8, 14, 15, and 21 address the Examiner's concerns which were raised and discussed during the interview. Correspondingly, the withdrawal of this rejection and the allowance of claims 1-4, 6-11, 13-18, 20, 21, and 37-42 are respectfully requested.

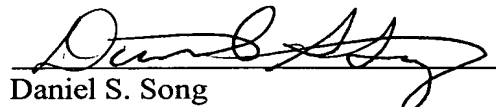
Moreover, in further response to the discussions of the interview, independent claims 22, 26, 29, and 34-36 have been amended to specifically recite that the selected remote web service has the highest associated frequency of matches and/or highest rankings of matches between the query and the search terms submitted to the remote web service, as compared to the remote web services not selected. Clearly, the above amendments to independent claims 22, 26, 29, and 34-36 address the Examiner's concerns which were raised and discussed during the interview. Correspondingly, the withdrawal of this rejection, and the allowance of claims 22-36 and 43-48, are respectfully requested.

Therefore, in view of the above amendments to the independent claims, the Applicant's respectfully request the withdraw of the Examiner's rejection of claims 1-2, 5-9, 12-16, 19-21, and 37-42 as being anticipated by U.S. Patent No. 6,785,671 to Bailey et al., which clearly fails to disclose each and every feature of the recited invention.

Referring again to the Office Action, the Examiner's rejection of claims 3, 4, 10, 11, 17, 18, 22, 23, 25-31, and 34-36 under 35 U.S.C. 103(a) as being unpatentable over Bailey et al., in view of Ryan et al., as well as the Examiner's rejection of claims 24, 32, and 33 under 35 U.S.C. 103(a) as being unpatentable in further view of Chris Sherman reference, are believed to be rendered moot in view of the above remarks and amendments to the independent claims. In this regard, it is noted that Ryan et al., and Chris Sherman references fail to cure the deficiencies of the primary Bailey et al. reference so that, even if these references are combined in the manner suggested by the Examiner, they still fail to disclose, teach, or otherwise suggest the present invention as claimed. In view of the above, the allowance of claims 1-4, 6-11, 13-18 and 20-48 is respectfully requested, claims 5, 12, and 19 having been canceled.

In view of the foregoing, it is submitted that the present application is in a condition for allowance and a notice to that effect is respectfully requested. However, if the Examiner deems that any issue remains after considering this response, he is invited to call the undersigned to expedite the prosecution and work out any such issue by telephone.

Respectfully submitted,


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Dated: July 15, 2005